In this week’s “Things”, continued in the topic of how people feel. I will primarily be looking deeper into #78, “Pastoral Scenes Make People Happy” and #80, “Listening To Music Releases Dopamine In The Brain” (Susan M. Weinschenk, 2020).

The first “Thing” that I will be discussing this week is “Pastoral Scenes Make People Happy”. This is a straightforward “Thing” as humans are naturally in tune with the environment, therefore creating a connection with imagery that is represented of. When creating a website, you can use this to your advantage if you are trying to give the user a specific feeling. This feeling can even stem across cultures, so it is very useful for global passage. Use photos that contain elements like rivers, streams, trees. Remember though that color within the scene can alter an emotion based on the balance.

My second “Thing” this week is #80, “Listening To Music Releases Dopamine In The Brain”. Pertaining to web site design, music can really help a site give a presence of emotion. However, if user has audio off, you can always use video content along with audio so you will always have that additional connection to end user. Layer in some of the other “Things” to catch the attention of the user based on how much focus you want said video to have overall on page.

# References

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.